

## **Retail Management Program**

### **Action Taken Report of Advisory Meeting: 2021**

**Date 22<sup>nd</sup> Feb 2022.**

Suggestions by Senior Alumni were also presented to the industry experts, the following actions have to be taken by all the concerned faculty. The suggestions were finally deliberated by Area Head of Retail and Marketing, Chairperson of Retail and the Retail program faculty members.

1. **Retail Concepts and Environment** – The points suggested by the industry experts have been taken care in other papers.
2. **Supply chain Management** – Flexible manufacturing concept to be added to the course.
3. **Retail store Management** - The points suggested by the industry experts are already covered. Legal and statutory Compliances in Retail need to be highlighted.
4. **Mall Management** – Most of the points suggested by industry experts are already covered. Addition of the concept of rentals & revenues of a store for viability need to be added to the syllabus.
5. **Sales and Distribution** – All suggestions are already covered. The concept of AI in distribution has to be explored by the area.
6. **Retail Consumer Behaviour**- NPS (Net Promoter Score) concept need to be added to the syllabus. Examples of Customer delight / Customer experience can be discussed in class by the concerned faculty.
7. **Legal Framework for Retail Business**– Implication of GST and E way bill/invoicing can be added to the syllabus.
8. **Visual Merchandising**- This paper is already been evaluated through practical only. The paper can be renamed as **Visual communications and Experience Designing after approval from the academic council.**
9. **Franchising Management** - All the points suggested by the industry experts have already been covered.
10. **Retail Luxury** - Image consultant can also be invited to interact with the students during the class.
11. **Digital Marketing** - All topics are already covered.

12. **Global Retailing** – Concept of phygital (physical+digital) to be highlighted in the course, although, it is already covered in other subjects.
13. New subject of **Fashion and life style to be introduced**. Program has already decided to include it from the next batch (2022-24).